

Constant Contact Survey Results
Survey Name: Monterey Road Complete Street Pre- 6 Month Pilot (Demonstration Weekend) Business Survey – Comments
Response Status: Partial & Completed
Filter: None
Oct 28, 2014 - Nov 14, 2014
2. How did the October 24th and 25th demonstration of the Monterey Road Complete Street Project affect your volume of customers?
Very hard to know for sure as this is traditionally a slow month, and I believe the rain kept people from coming.
My business is primarily appointment based, so the impact of fewer people driving by is hard to estimate.
It was not made clear that our clients could still park next to the curb in front of our business. The experiment was VERY professionally implemented
Parking seem to be an issue.
I think it would have been a better turnout if the weather was better.
We saw a significant reduction in customer traffic and sales revenue on Friday - in fact it was one of the, if not the, worst Fridays since we opened the store. Saturday was also reduced but it was hard to tell if this was only due to the road demonstration or a combination of that and the inclement weather. The noticeable reduction in sales revenue was very concerning to me as a small business owner in downtown.
3. How did the demonstration affect foot traffic outside your business?
Again, it's hard to tell due to the rain.
We definitely noticed the quiet streets and reduced pedestrian traffic. We saw a significant reduction in sales revenue as a result of the demonstration/reduced foot traffic downtown which is obviously of great concern.
4. Did the new street layout inhibit the execution of any deliveries to your business? If yes, please explain.
I did not have any scheduled deliveries.
See below
The Fed-X truck comes everyday and he was confused.
5. After experiencing the test of the Monterey Road Complete Street Project, would you be in favor of extending it to a 6 month trial? Please explain.
Absolutely! This is a perfect opportunity to measure the effects of a lane reduction. The City of Morgan Hill is acting in a very responsible manner by trying the pilot program before making a permanent change.
I believe it will take more than just 2 days in one of the slowest months to learn anything. I am concerned that a 6 month trial could hurt or even kill many businesses. I believe clear signage should be posted all around town, and mailers should be sent to every resident. From the social posts I saw during the test, most people are not informed on what this is about, and reacted negatively due to this. FAQs about things like parking and alternate routes, etc should be included.
It would be hard to gauge the impact of lessened auto traffic on local businesses. If the plan ultimately goes into effect traffic will divert outside the downtown area and the end result could well be that businesses could suffer from the reduced visibility. My business is south of the project and customers traveling north from downtown would not be able to make a u turn at 3rd to return south to access the business. Bicyclists won't buy much, unless they have a basket on their bike.
Due to the heavy traffic that is generated from Britton and heavy traffic on Friday afternoons or for that matter Monday thru Friday work traffic and attempting to make a left hand turn from 1st street on to Monterey Road, I am not in favor. Also until there is a western traffic route to relieve Monterey Road I don't think it is a good idea. Thank you for giving the business owners the opportunity to voice their opinions.
I feel this project will minimize downtown restaurants exposure. in case of an emergency fire trucks or police cars traffic will be difficult to work.
I think it's a great idea and will really make the downtown a destination spot.
While fully understanding the reasons behind the project I think it is too early right now to implement this in Downtown Morgan Hill. The

attraction/pull of downtown is not yet strong enough to override the effects of the reduction. I believe the local businesses will suffer greatly. The 6-month trial should be delayed until the new parking structure is completed - then we will have ample parking and, as a result, increased foot traffic to support a pedestrian-friendly experience.

Why not?

We believe this will cause more traffic downtown and with so much traffic people are going to avoid driving on main streets like Monterey Rd and take back roads instead. If this were to happen, we would have less customers walking in.